

Serial No. 09/755,541  
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IN THE SPECIFICATION:

Please replace the paragraph starting on page 10, line 24 with the following paragraph, which has been marked-up according to 37 C.F.R. § 1.121(b)(1) to show the deleted text:

Web Site. A computer system that severs informational content over a network using the standard protocols of the World Wide Web. Typically, a Web site corresponds to a particular Internet domain name, ~~such as "Brandmailnetwork.com,"~~ and includes the content associated with a particular organization.

Please replace the paragraph starting on page 13, line 16 with the following paragraph, which has been marked-up according to 37 C.F.R. § 1.121(b)(1) to show the deleted text:

Fig. 3 shows an e-mail message 302 directed to a recipient—(i.e., dan@website.com). The e-mail message contains a personal message 304 and a sender-selected advertisement 306. If the sender-selected advertisement 306 is a static advertisement, then the recipient will merely have an opportunity to view the advertisement as provided in the e-mail. If the sender-selected advertisement 306 is an interactive advertisement, then the recipient will also have an opportunity to interact with the advertisement to receive additional communication data. It should further be appreciated that the source of the advertisement (either static or interactive), as well as any additional communication data, can be provided by the sender of the personal communication, a third party advertiser, the Web site, or any other party that has access to the Internet. For example, the sender, in an attempt to share some humor, may send a personal communication to a recipient containing an interactive, sender-provided, advertisement that advertises an animated cartoon. If the recipient interacts with the interactive advertisement, the recipient will be provided with additional communication data (e.g., graphic, text, audio, video) pertaining to the animated cartoon. Alternatively, the sender, for either esthetic or compensatory reasons, may send a personal communication to a recipient containing an interactive, third party advertiser-provided, advertisement that advertises Nike<sup>TM</sup>. If the recipient interacts with the interactive advertisement, the recipient will be provided with additional communication data (e.g., graphic, text, audio, video) pertaining to Nike<sup>TM</sup>. It should be appreciated that these examples are not intended to limit the subject matter of the additional communication data that can be provided to the recipient network device. The additional communication data can contain advertisement data, entertainment data, educational data, or any other type of data made available to the Web site.

Please replace the paragraph starting on page 15, line 25 with the following paragraph, which has been marked-up according to 37 C.F.R. § 1.121(b)(1) to show the deleted text:

At this point, the sender can depress the send message button 414 to send the e-mail (which includes the attachment(s) and the selected advertisement) to the designated recipient(s). The reply-to data contained in the e-mail, which is the e-mail address that is used if the recipient depressing the "reply-to" button on their e-mail client (e.g., Microsoft Outlook™), is replaced with the e-mail address provided by the sender upon registration. This allows replies (using the "reply-to" button) to e-mails to be routed directly to the sender's provided e-mail address. The e-mail will appear to the recipient as if it came from an e-mail advertisement service provider's domain—(e.g., user-name@web-site.com). If the recipient attempts to route an e-mail reply to the listed address, the advertising application 114 (see Fig. 2) will re-route the e-mail to the sender's provided e-mail address.